## CLAIMS

The invention claimed is:

- 1. A fishing pole comprising:
  - a handle assembly; and
  - a rod carried by the handle assembly, wherein

the handle assembly includes one or more weights configured to be removably mounted to the handle assembly to shift a center-of-mass of the fishing pole.

- 2. The fishing pole of claim 1, wherein the one or more weights are removably attached to the fishing pole to shift the center-of-mass of the fishing pole between different positions in order to customize counter-balance of the fishing pole according to user preferences.
- 3. The fishing pole of claim 1, wherein the handle assembly comprises:
  - a first handle portion; and
- a second handle portion removably attached to the first handle portion.
- 4. The fishing pole of claim 3, wherein the second handle portion has a selected length for tailoring centroid of the fishing pole.

- 5. The fishing pole of claim 3, wherein the second handle portion is configured to pivot about a point where the second handle portion attaches to the first handle portion.
- 6. The fishing pole of claim 3, wherein the first and second handle portions are integrally formed.
- 7. The fishing pole of claim 3, wherein the second handle portion comprises a longitudinal member having proximal and distal end portions, and wherein the proximal end portion is located adjacent the first handle portion and the distal end portion is located away from the first handle portion.
- 8. The fishing pole of claim 7, wherein the one or more weights are provided adjacent the distal end portion of the second handle portion.
- 9. The fishing pole of claim 5, wherein the distal end portion comprises female engagement grooves configured to receive complementary male engagement grooves provided on an end member configured to receive the one or more weights.
- 10. The fishing pole of claim 9, wherein the one or more weights comprise a cylindrical bore.
- 11. The fishing pole of claim 9, wherein the one or more weights comprise substantially equal radius.

- 12. The fishing pole of claim 9, wherein the one or more weights and the second handle portion have substantially equal radii, wherein upon assembly, the one or more weights and the second handle portion appear to be integrally formed.
- 13. The fishing pole of claim 9, wherein the end member comprises a screw arranged in threaded engagement with a recess provided in the distal end of the second handle portion to attach the one or more weights carried by the end member to the handle assembly.
- 14. The fishing pole of claim 9, wherein the insertion member comprises:

a head;

- a shank having first and second ends, wherein the first end is attached to the head, and the second end includes the complementary male engagement grooves configured to be received by the female engagement grooves in the distal end portion of the second handle portion.
- 15. The fishing pole of claim 14, wherein the shank is configured to receive the one or more weights via the cylindrical bore of the respective one or more weights.

- 16. The fishing pole of claim 1, wherein a cross-sectional contour of the one or more weight members follows substantially a cross-sectional contour of the handle assembly configured to receive the weight members.
- 17. The fishing pole of claim 1, wherein the one or more weights comprise metal, metal with reinforced plastic, magnets.
- 18. A counter-balancing apparatus for a fishing pole handle, comprising:

one or more weight members configured to be received by a handle assembly of the fishing pole, the handle assembly including at least one handle portion;

wherein the at least one handle portion is configured to removably receive the one or more weight members to cause a transfer of a center-of-gravity of the fishing pole between different positions, and

wherein the one or more weight members and the at least one handle portion have substantially equal radii so that, upon assembly, the one or more weight members appear to be integrally formed with the at least one handle portion.

- 19. The apparatus of claim 18, wherein the handle assembly comprises:
  - a first handle portion; and
  - a second handle portion located adjacent the first handle portion.

- 20. The apparatus of claim 19, wherein the first handle portion is configured to support a fishing rod and the second handle portion is configured to support the one or more weight members.
- 21. The apparatus of claim 19, wherein the second handle portion pivots about a point of attachment of the second handle portion to the first handle portion.
- 22. The apparatus of claim 19, wherein the first and second handle portions are integrally formed and lie on a common plane.
- 23. The apparatus of claim 18, wherein the one or more weight members have substantially equal radii.
- 24. The apparatus of claim 18, wherein the one or more weight members have a surface contour that is substantially similar to a surface contour of the at least one handle portion.
- 25. The apparatus of claim 24, wherein the one or more weight members and the at least one handle portion have substantially equal radii.
- 26. An apparatus for counter-balancing a handle, comprising:

  one or more balancing weight members configured to be removably supported by a handle of the fishing pole; and

wherein the one or more balancing weight members are configured to produce a counter-balancing weight on the handle by relocating a centroid of the handle between different positions.

- 27. The apparatus of claim 26, wherein the handle comprises:

  first and second handle portions configured to support a fishing rod
  and the one or more balancing weight members, respectively.
- 28. The apparatus of claim 27, wherein the first and second handle portions pivot about a point of attachment of the first handle portion to the second handle portion.
- 29. The apparatus of claim 27, wherein the first and second handle portions are integrally formed.
- 30. The apparatus of claim 26, wherein the one or more balancing weight members have substantially equal diameter and distinct mass.
- 31. The apparatus of claim 26, wherein the one or more balancing weight members have a surface contour that is substantially similar to a surface contour of the handle.
- 32. The apparatus of claim 31, wherein the one or more balancing weight members and the handle have substantially equal radii.

33. The apparatus of claim 31, wherein the one or more balancing weight members and the handle have substantially equal radii to render the balancing weight members to appear as being integrally formed upon assembly of the weight members to the handle.

## 34. A method for balancing a fishing pole, comprising:

removably mounting one or more balancing weights to a handle of a fishing pole; and

relocating a center-of-mass of the fishing pole between different locations by selectively mounting the balancing weights to the handle, thereby producing a counter-balancing weight on the fishing pole.

35. The method of claim 34, wherein the mounting comprises mounting the one or more balancing weights at an end portion of the handle that is away from a fishing rod configured to be supported by the handle.

## 36. The method of claim 34, further comprising:

forming the handle using at least a first handle portion and a second handle portion;

support a fishing rod from the first handle portion; and supporting the one or more balancing weight members from the second handle portion.

- 37. The method of claim 36, further comprising forming the handle such that the first and second handle portions pivot about a point of attachment of the first handle portion to the second handle portion.
- 38. The method of claim 36, further comprising integrally forming the first and second handle portions.
- 39. The method of claim 34, further comprising designing the one or more balancing weight members to have substantially equal diameter and distinct mass.
- 40. The method of claim 34, further comprising designing the one or more balancing weight members to have a surface contour that is substantially similar to a surface contour of the handle.
- 41. The method of claim 34, further comprising designing the one or more balancing weight members and the handle have substantially equal radii.
- 42. The method of claim 34, further comprising forming the one or more balancing weight members and the handle to have substantially equal radii to render the balancing weight members appear as being integrally formed upon assembly of the weight members to the handle.

43. A handle for a fishing pole, comprising:a structural member for supporting a fishing reel; and

at least one mass carried by the structural member for custom tailoring balance of the handle.